

## **IC 27-17-12**

### **Chapter 12. Marketing of Discount Medical Card Programs**

#### **IC 27-17-12-1**

##### **Approval of advertisements, marketing materials, brochures, and discount cards**

Sec. 1. A discount medical card program organization shall approve in writing all advertisements, marketing materials, brochures, and discount cards before the advertisements, marketing materials, brochures, and discount cards are used by marketers.

*As added by P.L.73-2006, SEC.3.*

#### **IC 27-17-12-2**

##### **Agreement with marketer; liability**

Sec. 2. A discount medical card program organization:

- (1) shall enter into a written agreement with a marketer before the marketer may begin marketing, promoting, selling, or distributing the discount medical card program; and
- (2) is responsible and financially liable for any acts of the discount medical card program organization's marketers that do not comply with this article.

*As added by P.L.73-2006, SEC.3.*